

**ASSEMBLY BILL**

**No. 126**

**Introduced by Assembly Member Campbell**

January 15, 2003

An act to add Section 11082 to the Government Code, relating to publicly funded advertisements.

LEGISLATIVE COUNSEL'S DIGEST

AB 126, as introduced, Campbell. Publicly funded advertisements.

Existing law requires various public entities to develop, create, or contract for specified public awareness campaigns.

This bill would require every advertisement paid for with public funds to include a statement that indicates the source of the public funds used to pay for the advertisement.

Vote: majority. Appropriation: no. Fiscal committee: yes. State-mandated local program: no.

*The people of the State of California do enact as follows:*

- 1 SECTION 1. Section 11082 is added to the Government
- 2 Code, to read:
- 3 11082. Every advertisement paid for with public funds shall
- 4 include a legible disclaimer in at least 10 point roman boldface
- 5 type or, if the advertisement is broadcast, read in a clearly audible
- 6 tone of voice, that consists of a statement that indicates the source
- 7 of the public funds used to pay for the advertisement in the
- 8 following manner:

1     (a) If the funds were from the General Fund, then the statement  
2 shall indicate that the advertisement was paid for at taxpayer  
3 expense.

4     (b) If the funds were from assessments or fees upon a particular  
5 category of the population in return for a particular product or  
6 service, then the statement shall indicate that the advertisement  
7 was paid for by the particular category of the population.

